

California Hydrogen Highway Blueprint Public Education Meeting

Consumers & Customers Panel

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Questions to be Addressed

- What motivates fleet customers to be interested in taking part in a demonstration program by placing new-technology vehicles in their operations? What is the best way to convey information to fleet administrators to help make them interested? [I won't address this question.]
- What do you see as the motivators for early adopters (first public consumers)? What types of information is important to them (where do they get their "signals")? How can information be directed to them effectively?
- As hydrogen powered vehicles move toward mass marketing, what will the consuming public need to know about the vehicles and about hydrogen? How will they get that information?
- As early hydrogen fuel stations are built, and fuel cell vehicles appear in communities as part of the demonstration programs, what issues or attributes of the vehicles and fuel will be important to the public?

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"What does the consuming public need to know about hydrogen vehicles?"

- Over the past 30 years the Auto Club has conducted numerous surveys of its members about the role of motor vehicles in California's air quality and energy problems.
- We also wanted to know whether new vehicle technologies played an important role when considering the purchase of a new vehicle.

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The AAA has observed that:

- Motorists are willing to make some sacrifices for the environment.
- A vehicle must be able to meet a motorist's needs.
 - Manufacturers have created a wide variety of prototype vehicles.

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More Observations

- Refueling must be convenient, quick, reliable and safe.
 - Hydrogen (H₂) is a compressed gas and is not dispensed in the same fashion as gasoline.
 - Hydrogen gas is perceived to be very explosive;
 - The public **must** be educated on the safety issues.
 - It is unclear how the general public will embrace refilling Hydrogen tanks.

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"How will consumers obtain needed information about hydrogen vehicles?"

- The Automobile Club has worked with CARB on the rollout of innovative vehicle programs.
 - California Reformulated Gasoline program, OBD II, LEV, In-use Compliance, etc.
- Our "Westways" magazine has featured articles on these programs and interviews with CARB chairpersons.
 - Westways has a circulation of over 5 million homes in Southern California.

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"How will consumers obtain needed information about hydrogen vehicles?"

- Our communications department has issued press releases on joint demonstration programs.
- Other entities, such as the Society of Automotive Engineers (SAE) and the Motor Press Guild, also provide opportunities to educate the public.

"What issues or attributes of hydrogen vehicles and hydrogen fuel will be important to the public?"

- Restrictions on cell phones in a fueling areas.
- Vehicle maintenance must be performed by trained professionals.
- Performance of fuel cell vehicles in colder climates
- The cost of hydrogen units that the public can understand.
- Will the complexity of safety protocols be accepted by the general public?